

Analysis on the Production and Dissemination Mode of Film and Television Content in The New Media Era

Jiarui Zhang

Communication University of Zhejiang, China

Abstract: With the rapid development of new media technology, the production and dissemination of film and television content is undergoing unprecedented changes. This trend not only changes the way people get information and entertainment, but also profoundly affects the development path of the film and television industry. In the new media era, it is very important to understand the changes in the production and communication mode of film and television content for grasping the industry trend and meeting the challenges. The purpose of this paper is to explore the production and dissemination mode of film and television content in the new media era, and analyze its characteristics, challenges and prospects, with a view to providing new ideas and enlightenment for the development of the industry.

Keywords: New media; Film and television content; Production mode; Mode of communication; Challenge; prospect.

1. Introduction

With the rapid development of Internet and mobile communication technology, new media has become the main way for people to obtain information and entertainment. In this context, the production and dissemination mode of film and television content is undergoing earth-shaking changes. Traditional TV and cinema viewing methods are being replaced by online video, streaming media platforms and social media, which not only brings more choices and convenience to the audience, but also brings unprecedented challenges and opportunities to the film and television industry. This paper will deeply discuss the production and dissemination mode of film and television content in the new media era, and analyze its characteristics, challenges and prospects, with a view to providing new ideas and strategies for the development of the industry.

2. The Influence of New Media on The Production Mode of Film and Television Content

2.1. Digital and intelligent creation and production process

With the continuous progress of technology, the creation, production and post-processing of film and television content are gradually becoming digital and intelligent. This trend has had a far-reaching impact on the film and television industry in many aspects. The application of digital and intelligent technology makes the process of film and television creation more efficient. The traditional film and television production process involves a lot of manpower and time costs, such as script creation, scene design, actor casting and other links all need to consume a lot of resources. However, with the development of digital technology, many creative tools and software have come out, which can help screenwriters, directors and producers to complete their creative and planning work more quickly. For example, intelligent script editing software can provide creative suggestions based on big data analysis and artificial intelligence algorithms to help

screenwriters improve their creative efficiency and work quality. Similarly, virtual reality (VR) technology also provides a new possibility for film and television production, which can build virtual scenes and preview special effects in the pre-production stage, thus saving a lot of actual shooting costs and time. The application of digital and intelligent technology has also improved the quality and visual effect of film and television works. In the post-production stage of film and television, such work as special effects production, color grading and audio processing usually requires a lot of time and technical support. However, with the continuous progress of computer graphics and artificial intelligence technology, many traditional post-production jobs can be completed by intelligent software and algorithms. For example, the intelligent color grading system can automatically adjust the tone and brightness according to the film style and emotional needs, and improve the picture quality and appreciation. In addition, the special effects generation technology based on machine learning and deep learning also makes film and television special effects production more convenient and efficient, and injects more creativity and imagination into the film. The application of digital and intelligent technology is profoundly changing the way of film and television creation and production, improving efficiency and quality, and at the same time bringing more innovation opportunities for the film and television industry.

2.2. Diversification and innovation of creative mode

With the rise of new media, the creative mode of film and television industry is welcoming unprecedented diversification and innovation. The emergence of new media provides creators with a broader creative space and more display platforms, thus promoting the comprehensive reform of the film and television content creation mode. New media has opened up a brand-new creative space for creators. Traditional film and television works are usually limited by the time and space of cinema or TV broadcast, but with the rise of new media forms such as online video and streaming media platform, creators can choose the length, content form and expression mode of their works more freely. For example, new forms of film and television, such as micro-movies,

online dramas and short videos, are booming on the new media platform. These works are not limited by time and duration, and can express the creator's thoughts and emotions more flexibly, presenting more creative styles for the audience. New media provides a more diversified platform for the display of film and television content. Traditional film and television works are mainly displayed through traditional media channels such as cinemas and TV stations, while new media platforms provide more choices for the promotion and display of film and television works. For example, platforms such as YouTube, Netflix and Tik Tok have become popular channels for the release and dissemination of film and television works. This diversified exhibition platform not only expands the audience of the works, but also provides more space for the diversification and personalization of the works, which stimulates the creative vitality and enthusiasm of the creators.

3. The Influence of New Media on The Mode of Film and Television Content Dissemination

3.1. Multi-channel and multi-platform communication strategy

In the new media era, the spread of film and television content is no longer limited to traditional cinemas and TV dramas, but can be spread through various channels and platforms to achieve diversified dissemination and comprehensive coverage of content. First of all, streaming media platforms such as Netflix, Hulu and Amazon Prime have become one of the main channels for film and television content dissemination. These platforms attract a large number of users by providing a large number of video content libraries and personalized recommendation systems, so that video content can be widely spread around the world. Users can watch their favorite film and television works at any place and at any time according to their own preferences and schedule, which makes the spread of film and television content more convenient and flexible. Short video platforms such as TikTok and YouTube Shorts also provide new opportunities for the spread of film and television content. Content in the form of short videos is easier to attract users' attention, and it is also easier to share and spread on social media, thus expanding the exposure of video content. Users can discover new film and television works by browsing short video platforms, or recommend their favorite film and television clips to others through short video sharing, thus forming a more active content dissemination network. Social media platforms such as Facebook, Instagram and Twitter have also become important channels for the dissemination of film and television content. Film and television producers can establish closer ties with the audience by publishing trailers, behind-the-scenes tidbits, fan interactions and other content on social media, and increase the exposure and topicality of their works. Users can exchange views with other fans through social media platforms on topics related to film and television works, thus deepening their understanding and participation in film and television content. Multi-channel and multi-platform communication strategy has become an important trend of film and television content communication. By promoting content on different platforms at the same time, we can achieve wider audience coverage and more effective

publicity effects, thus enhancing the popularity and influence of film and television works.

3.2. Personalized recommendation and customized services

Personalized recommendation and customized service is an important part of the film and television content communication mode in the new media era. With the continuous progress of digital technology, new media platforms can accurately grasp users' interests and preferences through algorithm technology, thus providing users with personalized video content recommendation services. Personalized recommendation service is based on the data of users' historical viewing records, likes and collection behaviors, analyzes users' preferences through algorithms, and filters out the content that is consistent with users' interests from the massive film and television content, and customizes the recommendation list for users. For example, if users often watch sci-fi movies and action movies, the recommendation system of the new media platform will give priority to recommending such movies and TV works, so as to improve the personalization of users' viewing experience. Customized service is a service designed for the individual needs of users. The new media platform provides customized video content services for users by understanding the basic information of users such as region, age and gender, as well as their preferences and viewing habits. For example, according to the cultural background and tastes of users in different regions, the new media platform can launch film and television content with regional characteristics to meet the needs of users for local culture; For a specific age group or a specific group, we can launch content suitable for them, such as children's cartoons, youth dramas and so on. Personalized recommendation and customized services can also be continuously optimized and improved through user feedback mechanism. The new media platform can collect users' feedback, ratings and comments, adjust and optimize the recommendation algorithm, and improve the accuracy of recommendation and user satisfaction. At the same time, customized services can also be improved through user feedback, to understand users' needs and opinions, and to adjust content recommendation and service strategies in time to better meet users' personalized needs.

4. Conclusion

The new media era has opened up a broad development space for the production and dissemination of film and television content, but also brought many challenges. Digital and intelligent production mode and multi-channel and interactive communication mode have become the new trend of industry development, which promotes the closer interaction between film and television creation and audience. However, in the face of fierce market competition and rapidly changing technical environment, the film and television industry needs to innovate constantly, maintain keen market insight and efficient content production capacity. In the future, with the progress of technology and the change of audience demand, the creation and dissemination mode of film and television content will continue to iterate and evolve.

References

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